

PHILIP MORRIS U. S. A.  
INTER-OFFICE CORRESPONDENCE  
RICHMOND, VIRGINIA

To: . Mr. J. E. Wickham Date: November 5, 1976  
From: . E. L. Watts  
Subject: . Comparison of Market Survey #19 Data of TITL vs. Philip Morris

The tar and nicotine data generated by TITL on Market Survey #19 showed good agreement with similar data published in the Philip Morris C.I. report dated March, 1976 (see Graphs I and II). The overall tar and nicotine averages for the 149 brands tested are shown below:

	<u>Tar, mg/cigt.</u>	<u>Nicotine, mg/cigt.</u>
TITL	17.1	1.15
Philip Morris	16.8	1.13

The data in Table I show the differences between tar and nicotine results for the brands tested in increments of 5 mg of tar delivery. In each of the three categories, 0-15 mg, 16-20 mg, and 21-35 mg, Philip Morris is lower in tar than TITL by approximately 0.2-0.3 mg/cigt.

The 0.3 mg/cigt. overall difference between TITL and Philip Morris data is the same as reported for Market Surveys #17 and #18. The only explanation for the consistent difference is that it appears TITL made an adjustment to raise their tar level prior to Market Survey #17 so as to compare more closely to the FTC.

The results of a more recent comparison between Philip Morris and TITL are summarized in Table II. A sample of seven P. M. brands from Market Survey #19 were obtained from TITL and smoked for tar and nicotine delivery. The results of this testing show that the Philip Morris data averaged 0.3 mg/cig.t. higher than TITL data. The data for this comparison were generated in the new smoking facility, and results have tended to show a slight increase (~0.2%) in the TPM level of low delivery cigarettes. Also, this comparison is based on both labs running the same sample rather than comparing data from two different samplings.

A comparison of FTC, TITL, and Philip Morris data will be issued when the FTC results are available.

ELW: gmm

cc: Dr. R. B. Seligman  
Mr. F. E. Resnik  
Mr. R. N. Thomson  
Dr. W. F. Gannon  
Mr. W. G. Lloyd

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## Attachments

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